Amendments to the Claims:

This listing of claims will replace all prior versions and listings of claims in the instant application:

What is claimed is:

1.   (Currently Amended)   A method of negotiating an electronic commerce (e-commerce) transaction for the sale of a selected good comprising the steps of:

identifying an asking price for the selected good;

retrieving from memory merchant business objectives (MBOs) and consumer privacy rules (CPRs), said MBOs comprising a series of merchant-specified rules specifying a plurality of cash or cash-equivalent incentives to offer[[ed]] to a consumer in exchange for consumer-specific information, and said CPRs comprising a series of consumer-specified rules specifying a minimum cash or cash-equivalent incentive for which a consumer will exchange specific items of consumer-specific information;

comparing said MBOs to said CPRs and to determine if negotiating an agreement can be reached for the sale of the selected good and exchange of the consumer-specific information with an incentive acceptable to a merchant and a consumer without requiring interaction with either the merchant or the consumer or between the merchant and the consumer, wherein said negotiation is performed by a negotiation engine configured to consider said MBOs, said CPRs, and at least one other rule based upon said proposed exchange of consumer information, wherein the comparing is performed by [[a]] said negotiation engine configured to determine whether [[an]] at least one agreement can be reached based on the comparison of said rules in said MBOs and said rules in said CPRs and without requiring interaction with either the [[a]] merchant or [[a]] the consumer or between the merchant and the consumer;

responsive to negotiating an agreement, consummating said e-commerce transaction [[for]] by completing the sale of the selected good with said negotiated incentive and by exchanging said consumer information if in said comparing step it is determined that an agreement can be reached.

2.   (Original) The method of claim 1, said consummating step further comprising:

providing agreed upon e-commerce transaction information to an e-commerce processing system for processing said e-commerce transaction.

3.   (Currently Amended) The method of claim 1, said comparing and negotiating step further comprising:

receiving a counter-offer, said counter-offer specifying an adjusted incentive.

4.   (Currently Amended) The method of claim 1, said comparing and negotiating step further comprising:

receiving a counter-offer, said counter-offer specifying an adjusted asking price corresponding to said proposed exchange of consumer information.

5.   (Currently Amended) The method of claim 1, said comparing and negotiating further comprising:

adjusting said incentive consistent with said MBOs.

6.   (Currently Amended) The method of claim 1, said comparing and negotiating step further comprising:

adjusting said asking price consistent with said CPRs.

7.   (Currently Amended) The method of claim 1, wherein said <u>negotiated </u>incentive is selected from the group consisting of a discount, an additional good, cash, and a cash equivalent.

8.   (Original) The method of claim 7, wherein said consumer privacy rules further specify an acceptable incentive type for the exchange of selected consumer information.

9.   (Currently Amended) The method of claim 1, wherein said <u>other rule</u> ~~comparing step~~ is <u>operable to</u> ~~carried out by a~~ bias[[ed]] <u>said negotiation engine</u> ~~system~~ in favor of [[a]] <u>the</u> merchant <u>by minimizing a value of said negotiated incentives in said agreement</u>.

10.   (Currently Amended) The method of claim 1, wherein said <u>other rule</u> ~~comparing step~~ is <u>operable to</u> ~~carried out by a~~ bias[[ed]] <u>said negotiation engine</u> ~~system~~ in favor of [[a]] <u>the</u> consumer <u>by maximizing a value of said negotiated incentives in said agreement</u>.

11.   (Currently Amended) A method of negotiating an electronic commerce (e-commerce) transaction for the sale of a selected good comprising the steps of:

identifying an asking price for the selected good;

retrieving from memory merchant business objectives (MBOs), said MBOs comprising a series of merchant-specified rules specifying a plurality of cash or cash-equivalent incentives offered to a consumer in exchange for consumer-specific information;

receiving consumer privacy rules (CPRs), said CPRs comprising a series of consumer-specified rules specifying a minimum cash or cash-equivalent incentive for which a consumer will exchange specific items of consumer-specific information;

comparing said MBOs to said CPRs <u>and negotiating</u> ~~to determine if~~ an agreement ~~can be reached~~ for the sale of the selected good <u>and exchange of the consumer-specific information</u> with an incentive <u>acceptable to a merchant and a consumer without requiring</u>

interaction with either the merchant or the consumer or between the merchant and the consumer, wherein said negotiation is performed by a negotiation engine configured to consider said MBOs, said CPRs, and at least one other rule ~~based upon said proposed exchange of consumer information~~, wherein the comparing is performed by [[a]] said negotiation engine configured to determine whether [[an]] at least one agreement can be reached based on the comparison of said rules in said MBOs and said rules in said CPRs and without requiring interaction with either [[a]] the merchant or [[a]] the consumer or between the merchant and the consumer; and

responsive to negotiating an agreement, consummating said e-commerce transaction [[for]] by completing the sale of the selected good with said negoti ated incentive and by exchanging said consumer information ~~if in said comparing step it is determined that an agreement can be reached~~.

12.   (Original) The method of claim 11, said consummating step further comprising:
providing agreed upon e-commerce transaction information to an e-commerce processing system for processing said e-commerce transaction.

13.   (Currently Amended) The method of claim 11, said comparing and negotiating step further comprising:
receiving a counter-offer, said counter-offer specifying an adjusted incentive.

14.   (Currently Amended) The method of claim 11, said comparing and negotiating step further comprising:
receiving a counter-offer, said counter-offer specifying an adjusted asking price corresponding to said proposed exchange of consumer information.

15.   (Currently Amended) The method of claim 11, said comparing and negotiating step further comprising:

adjusting said incentive consistent with said MBOs.

16.   (Currently Amended) The method of claim 11, said comparing and negotiating step further comprising:

adjusting said asking price consistent with said CPRs.

17.   (Currently Amended) The method of claim 11, wherein said negotiated incentive is selected from the group consisting of a discount, an additional good, cash, and a cash equivalent.

18.   (Original) The method of claim 17, wherein said consumer privacy rules further specify an acceptable incentive type for the exchange of selected consumer information.

19.   (Currently Amended) The method of claim 11, wherein said other rule comparing step is operable to carried out by a bias[[ed]] said negotiation engine system in favor of [[a]] the merchant by minimizing a value of said negotiated incentives in said agreement.

20.   (Currently Amended) The method of claim 11, wherein said other rule comparing step is operable to carried out by a bias[[ed]] said negotiation engine system in favor of [[a]] the consumer by maximizing a value of said negotiated incentives in said agreement.

21.   (Withdrawn) A method of configuring merchant business objectives comprising:

identifying an item of consumer information desired by a merchant;

specifying at least one incentive for said item of consumer information to be offered to a consumer in exchange for said item of consumer information; and

storing an indication of said item of consumer information and said corresponding incentive in a data store.

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22.   (Withdrawn) A method of configuring consumer privacy rules comprising:

identifying an item of consumer information which a consumer will provide to a merchant;

specifying at least one incentive for said item of consumer information in exchange for which said consumer will provide said item of consumer information to a merchant; and

storing said item of consumer information and said minimum incentive in a data store.

23.   (Currently Amended) A privacy negotiation system for negotiating an electronic commerce transaction involving a transfer of selected consumer information items, said system comprising:

a merchant objectives data store comprising merchant-specified rules for offering incentives to a consumer during said electronic commerce transaction for a selected good, wherein said rules specify a plurality of cash or cash-equivalent incentives to offer[[ed]] to a consumer in exchange for consumer-specific information, and wherein said incentives are conditioned upon said transfer of said selected consumer information items from said consumer to a merchant;

a negotiation engine communicatively linked to said merchant objectives data store, wherein said negotiation engine mediates between said merchant and said consumer based on by comparing the merchant-specified rules, the [[with]] consumer-specified rules, and at least one other rule and negotiates an agreement for the electronic transaction for the selected good specifying a minimum cash or cash-equivalent incentive for which a consumer will exchange specific items of consumer-specific information, wherein said engine determines prior to said negotiation and determining whether [[a]] at least one merchant-consumer agreement can be reached based on a [[the]] comparison of the merchant-specified rules with consumer-specified rules, the determination being

made without requiring interaction with either a merchant or a consumer or between the merchant and consumer; and

a merchant agent for negotiating said electronic commerce transaction on behalf of said merchant, said merchant agent communicating with said negotiation engine and said merchant privacy rules data store.

24. (Original) The system of claim 23, further comprising:

a consumer privacy rules data store comprising rules for disclosing said selected consumer information items; and

a consumer agent for negotiating said electronic commerce transaction on behalf of said consumer, said consumer agent communicating with said negotiation engine and said consumer privacy rules data store.

25. (Original) The system of claim 24, wherein said consumer privacy rules data store includes said selected consumer information items.

26. (Currently Amended) The system of claim 23, further comprising:

a transaction processing system for completing the sale of the selected good with said negotiated incentive and by exchanging said consumer information.

27. (Currently Amended) A machine readable storage, having stored thereon a computer program for negotiating an electronic commerce (e-commerce) transaction having a plurality of code sections executable by a machine for causing the machine to perform the steps of:

identifying an asking price for the selected good;

retrieving from memory merchant business objectives (MBOs) and consumer privacy rules (CPRs), said MBOs comprising a series of merchant-specified rules specifying a plurality of cash or cash-equivalent incentives to offer[[ed]] to a consumer in

exchange for consumer-specific information, and said CPRs comprising a series of consumer-specified rules specifying a minimum cash or cash-equivalent incentive for which a consumer will exchange specific items of consumer-specific information;

comparing said MBOs to said CPRs and ~~to determine if~~ <u>negotiating</u> an agreement ~~can be reached~~ for the sale of the selected good <u>and exchange of the consumer-specific information</u> with an incentive <u>acceptable to a merchant and a consumer without requiring interaction with either the merchant or the consumer or between the merchant and the consumer, wherein said negotiation is performed by a negotiation engine configured to consider said MBOs, said CPRs, and at least one other rule</u> ~~based upon said proposed exchange of consumer information~~, wherein the comparing is performed by [[a]] <u>said</u> negotiation engine configured to determine whether [[an]] <u>at least one</u> agreement can be reached based on the comparison of said <u>rules in said</u> MBOs and <u>said rules in said</u> CPRs and without requiring interaction with either <u>the</u> [[a]] merchant or [[a]] <u>the</u> consumer or between the merchant and <u>the</u> consumer;

<u>responsive to negotiating an agreement,</u> consummating said e-commerce transaction [[for]] <u>by completing</u> the sale of the selected good with said <u>negotiated</u> incentive <u>and by exchanging said consumer information</u> ~~if in said comparing step it is determined that an agreement can be reached~~.

28.   (Original) The machine readable storage of claim 27, said consummating step further comprising:

providing agreed upon e-commerce transaction information to an e-commerce processing system for processing said e-commerce transaction.

29.   (Currently Amended) The machine readable storage of claim 27, said comparing <u>and negotiating</u> step further
comprising:

receiving a counter-offer, said counter-offer specifying an adjusted incentive.

30.   (Currently Amended) The machine readable storage of claim 27, said comparing and negotiating step further comprising:

receiving a counter-offer, said counter-offer specifying an adjusted asking price corresponding to said proposed exchange of consumer information.

31.   (Currently Amended) The machine readable storage of claim 27, said comparing and negotiating step further comprising:

adjusting said incentive consistent with said MBOs.

32.   (Currently Amended) The machine readable storage of claim 27, said comparing and negotiating step further comprising:

adjusting said asking price consistent with said CPRs.

33.   (Currently Amended) The machine readable storage of claim 27, wherein said negotiated incentive is selected from the group consisting of a discount, an additional good, cash, and a cash equivalent.

34.   (Original) The machine readable storage of claim 33, wherein said consumer privacy rules further specify an acceptable incentive type for the exchange of selected consumer information.

35.   (Currently Amended) The machine readable storage of claim 27, wherein said other rule comparing step is operable to carried out by a bias[[ed]] said negotiation engine system in favor of [[a]] the merchant by minimizing a value of said negotiated incentives in said agreement.

36.   (Currently Amended) The machine readable storage of claim 27, wherein said other rule comparing step is operable to carried out by a bias[[ed]] said negotiation

engine ~~system~~ in favor of [[a]] <u>the</u> consumer <u>by maximizing a value of said negotiated incentives in said agreement</u>.

37.   (Currently Amended) A machine readable storage, having stored thereon a computer program <u>for negotiating an electronic commerce (e-commerce) transaction</u> having a plurality of code sections executable by a machine for causing the machine to perform the steps of:

identifying an asking price for the selected good;

retrieving from memory merchant business objectives (MBOs), said MBOs comprising a series of merchant-specified rules specifying a plurality of cash or cash-equivalent incentives offered to a consumer in exchange for consumer-specific information;

receiving consumer privacy rules (CPRs), said CPRs comprising a series of consumer-specified rules specifying a minimum cash or cash-equivalent incentive for which a consumer will exchange specific items of consumer-specific information;

comparing said MBOs to said CPRs <u>and negotiating</u> ~~to determine if~~ an agreement ~~can be reached~~ for the sale of the selected good <u>and exchange of the consumer-specific information</u> with an incentive <u>acceptable to a merchant and a consumer without requiring interaction with either the merchant or the consumer or between the merchant and the consumer, wherein said negotiation is performed by a negotiation engine configured to consider said MBOs, said CPRs, and at least one other rule</u> ~~based upon said proposed exchange of consumer information~~, wherein the comparing is performed by [[a]] <u>said</u> negotiation engine configured to determine whether [[an]] <u>at least one</u> agreement can be reached based on the comparison of said <u>rules in said</u> MBOs and <u>said rules in said</u> CPRs and without requiring interaction with either [[a]] <u>the</u> merchant or [[a]] <u>the</u> consumer or between the merchant and <u>the</u> consumer; and

<u>responsive to negotiating an agreement,</u> consummating said e-commerce transaction [[for]] <u>by completing</u> the sale of the selected good with said <u>negotiated</u>

incentive <u>and by exchanging said consumer information</u> ~~if in said comparing step it is determined that an agreement can be reached~~.

38.　(Original)　The machine readable storage of claim 37, said consummating step further comprising:

　　　providing agreed upon e-commerce transaction information to an e-commerce processing system for processing said e-commerce transaction.

39.　(Currently Amended)　The machine readable storage of claim 37, said comparing <u>and negotiating</u> step further comprising:

　　　receiving a counter-offer, said counter-offer specifying an adjusted incentive.

40.　(Currently Amended)　The machine readable storage of claim 37, said comparing <u>and negotiating</u> step further comprising:

　　　receiving a counter-offer, said counter-offer specifying an adjusted asking price corresponding to said proposed exchange of consumer information.

41.　(Currently Amended)　The machine readable storage of claim 37, said comparing <u>and negotiating</u> step further comprising:

　　　adjusting said incentive consistent with said MBOs.

42.　(Currently Amended)　The machine readable storage of claim 37, said comparing <u>and negotiating</u> step further comprising:

　　　adjusting said asking price consistent with said CPRs.

43.　(Currently Amended)　The machine readable storage of claim 38, wherein said <u>negotiated</u> incentive is selected from the group consisting of a discount, an additional good, cash, and a cash equivalent.

44.   (Original)   The machine readable storage of claim 43, wherein said consumer privacy rules further specify an acceptable incentive type for the exchange of selected consumer information.

45.   (Currently Amended)   The machine readable storage of claim 38, wherein said other rule ~~comparing step~~ is <u>operable to</u> ~~carried out by a~~ bias[[ed]] <u>said negotiation engine</u> ~~system~~ in favor of [[a]] <u>the</u> merchant <u>by minimizing a value of said negotiated incentives in said agreement</u>.

46.   (Currently Amended)   The machine readable storage of claim 38, wherein said other rule ~~comparing step~~ is <u>operable to</u> ~~carried out by a~~ bias[[ed]] <u>said negotiation engine</u> ~~system~~ in favor of [[a]] <u>the</u> consumer <u>by maximizing a value of said negotiated incentives in said agreement</u>.

47.   (Withdrawn)   A machine readable storage, having stored thereon a computer program having a plurality of code sections executable by a machine for causing the machine to perform the steps of:

identifying an item of consumer information desired by a merchant;

specifying at least one incentive for said item of consumer information to be offered to a consumer in exchange for said item of consumer information; and

storing an indication of said item of consumer information and said corresponding incentive in a data store.

48.   (Withdrawn)   A machine readable storage, having stored thereon a computer program having a plurality of code sections executable by a machine for causing the machine to perform the steps of:

identifying an item of consumer information which a consumer will provide to a

merchant;

specifying at least one incentive for said item of consumer information in exchange for which said consumer will provide said item of consumer information to a merchant; and

storing said item of consumer information and said minimum incentive in a data store.